



WEWS

ORDER

Print Date 09/24/12

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Flight Dates **09/26/12-10/02/12**

Contract / Revision **311582 /** **Renacci For Congress OH-16 9.26-1**

Original Date / Revision 09/19/12 09/19/12 Agency Com 15%

Advertiser **Renacci / Republican / Cong**
Buying Contact
815 Slaters Lane
Alexandria, VA 22314

Agency **American Media and Advoc**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **3232**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	35	\$52,275.00	\$61,500.00	0.00	08/27/12	09/30/12	35	\$52,275.00	\$61,500.00
October 2012	20	\$17,382.50	\$20,450.00	0.00	10/01/12	10/02/12	20	\$17,382.50	\$20,450.00
Totals	55	\$69,657.50	\$81,950.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/26/12	10/02/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	12211--	:30	7	\$550.00	P-2	0.00	NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--211--	4					\$550.00		0.00			
Week:		10/01/12	10/07/12	12-----	3					\$550.00		0.00			
N 2	WEWS	09/26/12	10/02/12		CM	7-9a	21121--	:30	7	\$600.00	P-2	0.00	NM	7	\$4,200.00



WEWS

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Contract / Revision **311582** Flight Dates **09/26/12-10/02/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:20:00

Advertiser **Renacci / Republican / Con** Product **Renacci For Congress OH-1** Estimate # **3232**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WEWS	09/30/12	09/30/12	SU 11-1135P Late NewsCM SU 11-1135P Late News	CM	11-1135p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$2,400.00		0.00			
N 14	WEWS	09/26/12	09/28/12	M-F 1135p-1202a NightlirCM M-F 1135p-1202a Nightlir	CM	1135p-1207x	--111--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--111--					3	\$1,400.00		0.00			
N 15	WEWS	10/01/12	10/02/12	M-F 1135p-1202a NightlirCM M-F 1135p-1202a Nightlir	CM	1135p-1207x	11-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$900.00		0.00			
Totals														55	\$81,950.00